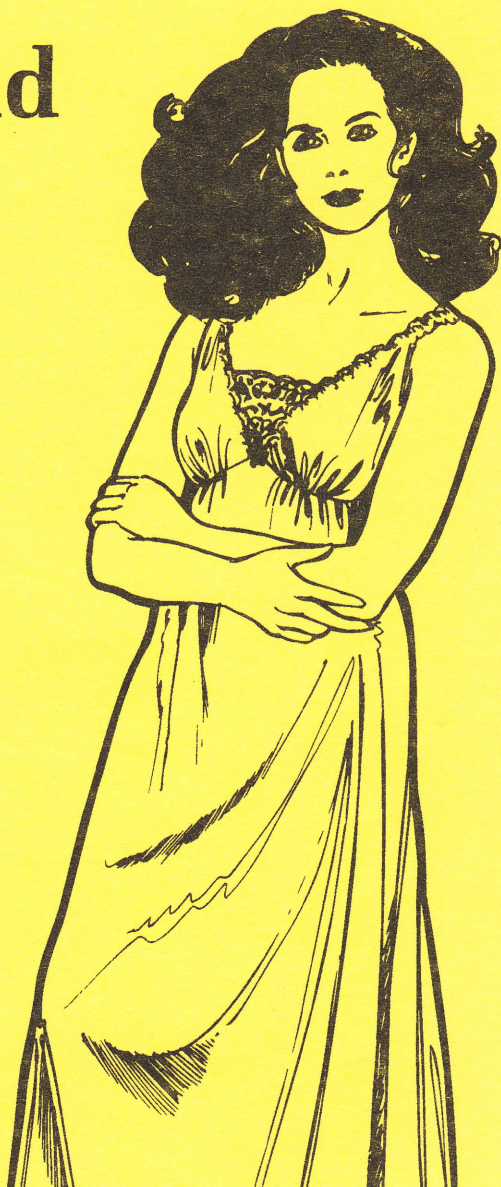


**Grow Rich Fast.....
Running Your Own
Escort and
Massage
Agency**

*by
Anna
Lee*



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Introduction.

Welcome to the world of the Massage and Escort Agency - surely one of the most exciting and rewarding businesses you can ever get involved in. I know this to be the case because I have been running my own agency for some time now and have been reaping huge cash rewards and enjoying every moment of it!!

First of all let me assure you of a few important facts:-

This business is perfectly legal

and

You really can make a fortune.

In this book I will give you an exact blueprint from which to work whilst creating your own agency. Do as I have done and you should be on the road to health, wealth and happiness. In the meantime, if you have any outstanding questions, not covered in this book, then you can take advantage of my advice service - more of that later....

The objective of a an escort and massage agency is to arrange for two people to spend time in each others company - time for which the client is happy to pay for. These arrangements must be carried out with total discretion, privacy and confidentiality.

Your first mission will be to secure a good portfolio of people ready, willing and able to provide escort and massage services. These people will be working on their own behalf and will pay you a commission for each job

you secure for them.

Once you have the people you will then need to seek enquiries from potential customers and make all the necessary arrangements.

Finally you will want to be paid for your efforts.....read on to discover just how this is all done.

Basic Organisation.

We have discovered that most people looking for this kind of business are not likely to launch themselves full bore into the project but are generally more inclined to ease their way in over a few months. This is no problem and this book is written with you in mind.

So let us look at what you will need to do or acquire to get started.

Business Status.

Unless you are already in business and have a number of strings to your bow then you need only consider one single business status option - Self Employed- on a Sole Trader or Partnership basis. There is no need for a Limited Company. Being a Sole Trader means that you can discreetly start your business without telling any of the authorities, which in turn means that you can turn the business on and off as you see fit.

Inland Revenue.

You may like to take some professional advice on this issue - especially if you are about to approach it on a full time basis. If you're going to ease your way into things then it is probably okay to only inform the Inland Revenue when you are up and running. If you wait till you are certain then you will no doubt be in a position to approach an accountant for advice. If you do not want to take any chances talk to an accountant at an early stage or seek the advice of the Inland Revenue themselves - they do not bite.

In the meantime keep a meticulous record of your

business expenditure and income. In all cases you should record the date, amount and nature of all of your transactions. Keep all receipts and other documents bound together for future reference.

National Insurance.

You should apply to your local DSS Contributions Office (See Phone Book) to pay Class 2 National Insurance contributions from the outset. This flat rate payment is due to them no matter what, as it is not earnings related. Failure to pay it will result in a big bill somewhere along the line or reduced benefits just when you need them most.

VAT.

Currently the threshold at which you must register for VAT is £48,000-00 of turnover. I know that this is a great business to be in but it will be a little while before you are at this stage. In the meantime please do not worry. Once you are at this level you will be able to afford professional advice.

Equipment.

You do not need very much by way of equipment to run this business - an extra phone line, answerphone, a simple filing and record system and that is about it.

Premises.

You do not need any premises either. Your home address will do nicely - the type of activity you are about to indulge in will probably mean that you will not need planning permission - in fact nobody need know what you are doing if you do not want to tell them. If your business starts to become busier and activity around your home address starts to be noticed you may well

need to take some advice as to whether or not you should seek planning permission, change of use or a local authority licence. These rules can be totally different from one Council area to another so it is impossible to generalise.

Bank Account.

You will not need a special business bank account unless you have a burning desire to have one. An ordinary personal account will do as all your earnings can be in your own personal name. Try and use just one single account and designate it as your "Business Account" This way you get free banking and all of your business transactions are kept separate from your personal affairs. Your staff will be paying you commission - not the general public so it is perfectly reasonable to expect all payments to be made in your personal name.

Stationery.

You can get by without it but I would recommend that you really ought to get some business cards, compliments slips and letterheads printed - they will do your business image a world of good. To help you with this we have arranged a special discount on a top quality business stationery start-up package - see your application at the back of the book. If you want to be taken seriously in your new business then these items are absolutely essential - without them you will lack the credibility that is often needed to overcome resistance from potential advertising sources, suppliers, customers and staff - and is a worthwhile investment.

Business Name.

Choosing a business name is very important. In almost all cases it is advisable to call your self by a feminine

sounding name or title rather than a masculine one. Alternatively you need to choose a name with a definite erotic feeling - use your imagination.

Staff.

To begin with you should be able to run this business with little or no staffing. Eventually you may wish to employ people to man the phones and even have a manager to oversee them - but to begin with you need to try and keep the business neatly within the family circle.

Try and keep a nice tight grip on the business - your customers will appreciate the personal touch - we all like to talk to the organ grinder and not the monkey - it makes us feel important.

Checklist:-

Decided Upon Business Status.

Set Aside a Bank Account.

Told (or not) The Inland Revenue and DSS.

Decided Upon a Business Name / Organised Stationery

Organised Your Home Office - Such As It Is.

Getting Set Up.

Where to start

Wherever you have decided to set up your business you will need to get set up before you commence trading. Most people I know run their escort business from home and it is likely that you will do the same, so I will try and proceed on this basis.

I would recommend that you have an extra telephone line installed in your home/office to handle this business. This allows you to neatly compartmentalise your business well away from your home life.

Invest in a good quality cordless phone and answering machine - this will allow you maximum flexibility.

You may also like to take advantage of some of the other services offered by BT which will make your business run smoother and appear more professional....

Call Diversion.

You can have all calls diverted to another number anywhere in the country. This can be done for all calls or just those that your main number has not answered within a set number of rings. This is a great service but it can turn out to be expensive as you are paying for the diverted call as well as the customer.

Call Waiting.

This service hold your waiting caller and informs you that you have a call waiting. You can then back out of the

call you are on and take the new call. This helps prevent the loss of business you get when you can not answer the phone because you are busy with a client call or whatever.

Answerphone.

Record a nice message on the machine - it is best if this is a female voice rather than male - most of your customers will be men. Not many will want to leave a message but your announcement can include details as to when you expect to be back on-line.

Post Office Box.

This is an essential item as you will want to maintain a degree of privacy in this business. A Post Office Box offers this privacy to a degree - the Royal Mail will disclose the box owner if asked - but luckily not many people realise this and so the question is rarely asked.

You can get details on opening a P O Box from your local Delivery Office or a Post Office Counters branch. Failing that look up "Royal Mail Customer Services" in the phone book.

At the time of printing a P O Box costs £50.00 per year for the box and a further £50.00 if you want the mail delivered to your home address.

Personal Computer and Printer.

Whilst a PC is not essential to this business you may find it handy for writing correspondence, keeping records and accounts. If you cannot afford one then please do not worry - you can manage without one. If you are looking for a cheap source for machines then it may be worth talking to Radio Rentals and similar outfits - you can

lease a PC and printer for around £50.00 per month.

The Law.

Before we go any further I would like to talk briefly about our understanding of the law as it stands at this time.

Please note the following:-

A/ It is not an offence to perform a massage nor is it illegal for you to act as an agent to secure massage work for your masseurs.

B/ It is not an offence to perform escort duties - nor to organise such arrangements.

C/ It is not an offence to perform sexual acts in return for financial remuneration - though it is an offence to solicit for business.

D/ It is an offence to use a property for the purposes of prostitution. If more than one girl is working in the property at the same time - this would be classed as a brothel.

E/ It is an offence for the owner of a property to knowingly allow the property to be used as a brothel. This would be living off immoral earnings.

F/ Any agency that promotes itself in such a way as to infer sexual liaisons could be accused of controlling prostitution.

It therefore follows that your agency must merely accept a commission from its masseurs and escorts for having

secured them work in that capacity on their own premises or those of the client. What goes on between the two consenting adults thereafter is down to them and them alone. As far as you are concerned you arranged the meeting for perfectly legal purposes.

If you are in any doubt at all regarding the legality of your proposed activities, please seek legal advice from the outset. It pays to be careful.

Recruitment.

To get your agency up and running fast you need to recruit as many escorts and masseurs as you can in the shortest possible space of time.

The only way to do this is to place adverts in local papers, magazines and wherever else you see either other agencies or the girls advertising already.

At this point you may want to decide if you wish to have both male and female operatives on your books. The choice is yours - most of the work you will find will be for girls though some male work will occur every now and then.

You must carefully word your adverts - remember you will be working for them rather than them for you and your adverts should reflect this fact.

Example.

Leading, established escort/massage agency invites applications from attractive females/males who wish to be included in our prestigious portfolio for bookings in all areas of Age and experience immaterial. Please phone.....

You will receive a good number of replies - just as long as you have advertised in the correct media. Not all of the replies will be genuine. You will receive hoax calls, calls from competitors and possibly even the local Vice Squad. You have nothing to worry about as long as you follow this advice. Every one who phones will be trying to judge

whether or not you are a proper agency - it is important to have all your setting up over and done with before you start advertising.

Typical questions you will be asked by callers....

Q: What will I have to do?

A: Perform massages and Escort duties with selected clients. You do not have to do anything you do not want to do.

Q: How much do I charge / earn?

A:- That is an arrangement between you and the client and generally it depends on how long you are with them.

You may be asked a number of questions as to how the system works and so on - once you have completed this book you will know the answers in detail. In the meantime most of the questions you will hear will revolve around the two themes above.

You should now try and arrange a meeting. Ask for the applicants name and phone number - saying that you will get back to them. The genuine amongst them will give you this information whilst the weirdo's, competitors etc. will fade away.

Hang up but then ring straight back - "suddenly remembering" that you have some spare appointments and would they like to arrange to see you?

Try and arrange the interview at the applicants home address - if this is okay do not go alone - take someone

else (preferably female) along with you.

At the interview explain about the agency, assure them that age, race, looks etc. are not relevant and that there is work available for every one.

Some will already be working in their own right. You will need to convince them that joining the agency will provide them with good quality, protected bookings, regular work and much more - all covered by a simple contract.

Explain that you usually secure one of three types of booking:-

a/ Bookings whereby a client visits the operatives place of work/home.

b/ Visits to the clients premises or a hotel.

c/ Longer term bookings lasting several days or weeks.

If the applicant appears to be interested then it is time to introduce the contract itself.

A sample contract is reproduced overleaf.
Specimen Contract.

1/ All representatives shall forward all commissions due to the agency at the earliest possible posting time.

2/ No commissions due to the Agency shall be retained by the representative for more than 24 hrs except for weekends.

3/ All representatives shall notify the agency daily as to when they are available for bookings.

4/ All representatives shall notify the agency at the termination of each appointment.

5. Any extended appointments are to be reported to the agency.

6. Representatives are not obliged to disclose the happenings or events during an appointment.

7/ Any gratuities remain the property of the representative and need not be reported to the agency.

8/ Representatives are required to be clean, presentable, punctual and respectful to clients at all times.

9/ All representatives are required to uphold the good name of the agency at all times.

10/ Representatives are not to disclose personal telephone numbers to the client except by prior agreement by the agency.

11/ The agency reserves the right to conduct random spot checks to ensure compliance of this contract.

12/ Schedule of commissions. The representative agrees to pay the following commission levels:-

(Insert agreed terms)

Continued.....

I.....
Of.....
.....

Have read the above terms and conditions and agree to abide by them at all times.

Signed.....
Date.....

Signed on behalf of the
agency.....Date.....

Once you have agreed and signed the contract you need to complete a Personal Details Form in some detail. Probe each question so as to get a good feel for what the operative wants from the arrangement, their limitations and so on. The more you know about them the better service you will provide for both them and the clients.

Explanation of Contract.

1/ Payments must reach the P O Box or be delivered by hand as soon as possible and within 24 hrs as per item 2.

2/ Self explanatory.

3. This is to encourage the staff to ring you every day to let you if they are available for work or not and if so, during which times. If they do not phone in then you will not make any bookings for them.

4/ Operatives are encouraged to call in for safety reasons and also to pick up any more work that may have come in for the same area.

5/ Some clients will want to extend their appointment beyond the original agreement. This is fine as long as the operative rings to tell you and honours all other work commitments.

6/ The agency does not want to know what went on during the appointment. The only exception to this being if the client clearly shows himself to be a potential threat to that or any other operative.

7/ The agency does not want to know exactly how much an operative earns from the appointment.

8/ Self explanatory

9/ Self explanatory.

10/ This is to prevent clients getting hold of the girls direct number in the hope that they can avoid going

through the agency. Girls may do this for the same reason. Any operative found to be doing this will be dismissed from the agency. All operatives should arrange for BT to block the transmission of their telephone numbers on the 141 system. You may allow trusted girls to ignore this rule.

11/ You can spot check by priming a trusted friend or client to try and make a booking direct with the girls or by trying to get the girls phone number. This should only be done if you suspect a girl of cheating.

The signature should be witnessed by you and proof of actual address is to be seen.

Personal Details Form.

Actual Name.....
Professional Name.....
Address
.....
.....Post Code
Home PhoneMobile
Age.....Vital Statistics
HeightWeightColour.....
VehicleReg. No.....
Days Available
Hours Available
MalesFemales.....Both.....
EscortMassage.....
Passport.....Willing to Travel
Home VisitsVisiting.....
Other Information
.....
.....
.....

Personal Details Form - Explanation.

You should ensure that all the details on this form are completed as accurately as possible. Obviously a good description of the operative is important as you will be wanting to match her to your clients requirements. A picture is also very handy.

Home and mobile phone numbers are essential to ensure that you can contact the girls as and when you need to. Car details are required as an aid to security should you ever need to go to the assistance in the event of a breakdown or whatever.

If the girls has a passport you will need to find out if she is willing to go abroad during the course of her work.

You will also need a good idea of when they are most often available and in what hours. Also, will they allow clients to visit their premises and are they happy to go to places of the clients choosing.

Do not pre-judge any applicant. The most unlikely of people will want to do this job whilst some dead certs will not come through. You will find married, engaged, unemployed, professionals, students etc. etc. - all quite willing and happy to do this type of work.

Advertising Your Services.

Initially the only way to effectively promote your services is through advertising in the local press in one form or another. You must conduct a careful test campaign and try to assess where your adverts enjoy the most success.

Some papers and magazines have no objection to carrying this type of advertising whilst some will not touch it. Some will take it without checking a thing, whilst others will want to check you over. It is now that your supply of letterheads and other stationery becomes a worthwhile investment. If you have an accountant or solicitor they may want to check with them as well. Most of these checks will be in regard to your financial status rather than anything else.

"What's On" style magazines are a good place to advertise as they are invariably distributed around hotels and guest houses which are good sources of business.

Costs will vary but you should carefully monitor results to ensure that you are getting value for money.

"Contact" and other top shelf magazines provide a good place to advertise - even though they have national footprint they will be read in your area.

Advert wording is very important ...see the example below. Try and make your advert stand out amongst the others if you can.

TheAgency has new and attractive girls available

for escort and massage. All ages and nationalities available for home, hotel or just for company. All enquiries treated in utmost confidentiality. Please call Sophie on.....

Answering Calls.

Having formed your company, got all your equipment in place, recruited your staff and placed your adverts you are ready to start earning money.

The single most crucial element to your success or failure is how you answer the phone when the enquiries start to come in.

Clearly, you may be very nervous and are bound to make a few mistakes the first few times but please do not worry - confidence and professionalism will come with practice.

You will be asked a variety of different questions each time someone calls but the common thread is as follows:-

Q: Hello, I'm phoning about your advertisement. Who do you have available?

This is a very open question which you need to narrow it down a bit..

A: Do you wish the young lady/ man / whatever to come to you or will you want to visit them?

This quickly reduces the choice. Then ask...

Which area are you in or what area do you want to visit?

What age of lady / chap would you prefer.

Do you prefer black or white, brunette, blond etc.?

This line of questioning will quickly reduce the choice of operatives leaving you with the job of describing the girls you have that fit his criteria.

Most clients will want to visit the operative in question. Next in popularity is the client who wants the girl to visit him at home and finally the client who wants a visit to his hotel.

When you have decided between you which girl he wants the next question to watch for is:-

Q: How much does she charge.

Your reply must always be that you have no idea what the charges are and that the matter is down to the client and the girl to decide. You can advise that the charge depends upon what services he requires and the duration of the meeting. You must never get involved in talking prices.

The next question is always tricky:

Q: Can I have her phone number then?

If you know that the girl does not mind her number being given and you trust her, and have agreed with her that it is okay - give the number. If you do this, you may be able to keep tabs on the initial meeting but you will be relying

on the girls to honestly report to you if any further bookings are made with that client. Most will try and cheat the system whenever they can - do not say you have not been warned!

Tell your girls to report in any meetings made by clients introduced by your agency and let them know that they will not get any more work from you if they are caught cheating.

Try and get the clients phone number. Often they will be less than keen to give it. If they want a hotel visit then you must insist on a number and decline the booking if they refuse to give one.

After you have been operating a short while you will come to recognise your regular customers. They will come through you for peace of mind and security reasons. Very soon you will have a client base most of whom you will know by first name terms.

Remember - if you can get a woman to answer the phones and make the bookings all the better.

In all cases you must remain calm, courteous and professional - this is what is expected of you and you must deliver.

Making Bookings.

Having followed the procedures in the previous pages you now have to secure the bookings, as follows:-

1/ If the client wishes to visit an operative at home then you must disclose the name and address, secure an appointed time and ensure that you have at least a first name - even if it is false - from the client. You then pass this information on to your operative so that she can keep the appointment.

2/ If the client wishes the operative to visit him at his home you firstly require his full name and address before confirming. You should then phone BT Directory Enquiries and ask for the number of Mr X at the address you were given. If the reply is the same as the number you have then it is likely that the booking is genuine and you can confirm the booking by ringing the customer. If BT tell you that the number is ex-directory you at least know that the address is correct. If there is no trace there is a high chance that the call was a hoax.

If you are happy you then pass on the details to the girl concerned.

3/ For hotel bookings you need the clients real name, hotel name and the room number. You or your operative can then ring the hotel and ask for Mr X in room 123 etc. - once he answers you can confirm the booking.

Hotel bookings can be problematic as they are prime hoaxers territory. A client may also phone on route to the hotel or from elsewhere. In these cases you will need to

only provisionally book the appointment and firm it up once you are able to speak to the client in his actual room.

Another hoax is for a supposed client to "phone from reception" asking you to send a girl to room 123 at 10 o'clock by which time he will be there having finished his dinner. You should phone the hotel and ask for the client by his given name. If they say that they do not have any body by that name in room 123 then you know it was a bogus call. If they tell you that Mr X is not in the room then you can be 75% certain that the booking is a good one. It may be worth asking the receptionist to page the customer and when he answers apologise for the intrusion but could he just confirm the time of the booking.

On each of these occasions the client will need to talk to the girl to discuss charges etc. You must train your girls to quote a single price and to resist the temptation to break it down into petrol, agency fees etc. This would almost certainly stand the chance of the client deciding against the booking or trying to haggle off the fee!! Clients will buy a fixed price but will try and knock off bits they can identify as "extra" to their core interests.

Commissions.

As I have mentioned before you are working on behalf of your operatives to secure them bookings and as such you are due a commission for this service. The actual level of commission can vary from one area of the country to another but the following guidelines usually apply:-

£20.00 minimum commission for a booking of an hour or less in duration.

£10.00 per additional hour up to a maximum of £50.00.

£100.00 per day if a client books a girl for escort duties by the day for work out of the country.

You must impress upon the girls that these payments are due as per the agreement they have signed. Ensure that you write the agreed commission rates into the contract. You do not want to be chasing them for the money - they should send it in or deliver it on the nail. If they consistently fail to do so, start easing back on the work they do and give it to someone else. As you become more and more successful girls will want to work for you and the problem will ease off a bit.

Records.

This business really does not require a lot of record keeping. A large, page per day diary is probably the main requirement. On the page for the relevant day you should keep a record of all the appointments programmed for the day. You can then tick them off as the girls phone in letting you know that they have completed the booking. See example "A"

As you confirm a booking you can transfer the bookings onto booking forms which can then be used to record the receipt of the commissions from the girls. See example "B".

Keep all the booking forms together in one file and remove them only when the money has been paid. Keep all these paid forms in a separate file. Remember to chase all unpaid commissions -

These records could easily be kept on a simple spreadsheet program in your PC if you have one.

The only other essential record is a simple ledger listing your income and expenditure on separate sheets. You can buy any number of accounts books from stationers to help you with your records - equally a simple PC accounts program usually comes with most home computers.

Example "A"

Tuesday 20th December.

<i>James and Sophie</i>	<i>12.00pm</i>	<i>Home</i>	<i>//</i>
<i>Dave and Sarah</i>	<i>1.30pm</i>	<i>Hotel.</i>	<i>//</i>
<i>Paul and Lucie</i>	<i>2.00pm</i>	<i>Bristol</i>	<i>//</i>
<i>Jim and Charlotte</i>	<i>2.30pm</i>	<i>Home.</i>	<i>//</i>
<i>Bob and Ann</i>	<i>2.30pm</i>	<i>Hotel</i>	
<i>Ken and Louise</i>	<i>6.30pm</i>	<i>Avon</i>	
<i>Jack and Dawn</i>	<i>8.00pm</i>	<i>Home</i>	
<i>Roger and Natasha</i>	<i>9.30pm</i>	<i>Bristol</i>	
<i>George and Kathy</i>	<i>11.00pm</i>	<i>Bristol</i>	
<i>Bill and Kate</i>	<i>11.30pm</i>	<i>Weston</i>	

Example "B"

Booking Forms.

Date *Tues. 20th December 1995*

Client Name *James* Operatives Name: *Sophie.*

Booking Address *Home*

Tel. No. *01234 567890*

Appointment Time *12.00pm*

Commission Due (amount) *£20.00*

Commission Paid *Yes. Weds. 21st December.*

Date *Tues. 20th December 1995*

Name *Dave* Operatives Name *Sarah*

Booking Address *Hotel*

Tel. No. *01234 543210*

Appointment Time *1.30pm*

Commission Due (amount) *£30.00*

Commission Paid

Company Development.

Once you have been running your agency successfully in your own area it may be that you will feel inclined to expand into neighbouring areas. You could do this by opening your own branches or expanding your advertising base to take in the target area. Alternatively you could advertise in the relevant media for someone to run a sub-agency in that area for themselves - in partnership with you.

This is by far the most plausible option, as it is hard work to run more than one area without a good deal of help from a business minded person.

You can go about this in several ways. You could set up the business so that you get a percentage share of the commissions in exchange for you giving the agent as much help and guidance as he needs.

Alternatively you could maintain almost complete control by setting him up in his area at your expense in terms of cost and experience. You train him how to run the business just like you do. You help him recruit the staff, place all the adverts for him and set him to work.

The key thing is to ensure that all commission payments are sent to you at your PO Box. You then ask the agent to submit his booking sheets once a week and you check the money received against his log. You then pay the agent around 25% of the commission for his efforts. He will be happy because he has had no risk to speak of.

You could leave it at that but this would be a sure fire way for him to set up his own business once he felt confident enough to do so. The way to get round this is to retain the remaining 75% commission and use it to pay all expenses directly attributable to that sub-agency. You are then left with a profit which is shared 50:50 with the sub-agent. Any sensible agent would be happy with that!!

If you would like to become a sub-agent for Anna Lee please write to us C/O Dash Publishing. Give us a brief outline as to your current situation, location and circumstances and we will get back to you if we feel that we can help. Please be sure to include a phone number and a 1st class, self addressed envelope for the reply.

Advice Service.

It would be nigh on impossible to tell you absolutely everything you will need to know to run your new agency in one single book. The business is a little different in every part of the country and there so many variations on the theme that are only limited by your imagination and local circumstances.

To overcome this problem we offer you an Advice Service for a whole year from the date that you purchased this book. All you need to do in order to take advantage of this service is to write in to the address below with your query. Please be as specific as possible - vague or broad questions can only prompt similar replies. Please enclose a 1st class, stamped addressed envelope with your query.

We really do try and reply within a few days. Please bear in mind that your letter has to find its way from Dash

Publishing to the author which can cause a few days delay at times.

You can write as often as you like with valid problems. Please do not phone Dash Publishing as they will not be able to help you - letters are the only way I am afraid.

Send your queries to:-

**Dash Publishing
P O Box 22
Plymstock
Plymouth
PL8 2YZ**

Bigger Profits.....

As we explained earlier in this book the vast majority of bookings are made for the client to go to the operatives location. The reasons for this are pretty obvious - most customers want to get away from their home environment during these moments and do not want to go to the extra expense of paying for a hotel room or whatever.

We know that a successful and popular masseuse, working from her own base should be able to do a regular 10 bookings per day. But just as some of the clients would rather meet away from home, then so it is with the girls. Some simply cannot work from home, other do not want to for a number of reasons.

As we tried to overcome this problem we discovered a way in which you can increase your profits several fold. You simply place an advert in the same places that you advertise your services normally, which reads like this.....

Young, attractive masseuse requires working accommodation in xyz area. Please phone Sophie on.....

Sophie will be someone from your organisation - and preferably on a separate number to your business.

When we placed this advert we were swamped with offers of every conceivable type of accommodation.

We eventually narrowed the list down to 10 or so and after inspecting each property, we selected half a dozen that were suitable. We then passed on the details to our

operatives - all of whom found somewhere from which to work.

This extra capacity meant that we could recruit more girls who were previously barred because of the lack of accommodation and it obviously meant that we attracted more and more new customers and more visits from the regulars.

Beware.....

If you go down this route you need to be a bit careful....

1/ Never, ever put your name to the accommodation....it must always be a deal between the girl and the landlord.

2/ Assure the landlord that they are not likely to get free services from the girls for providing the accommodation - they will be paid a rent - and not in kind.

3/ Advise the girls and the landlords to sign a simple agreement - see example.

4/ Never allow two or more girls to operate from the same address at the same time.

The rental payable should be fair and attractive to all parties. £14.00 per day is a good starting point. Or you could pay the landlord per completed appointment at £5.00 or so per booking - this is very attractive to the girls and the landlord can perhaps earn £50.00 per day on this basis.

As you will see, by adopting this method you will get far more operatives into the system, earning far more money than before and therefore boosting your profits.

Sample Contract.

House Rules For Part Occupancy of

1. For health and safety reasons a non-smoking policy is preferred.
2. Only one overnight guest is allowed.
3. No parties.
4. Any items of fixtures and fittings which may be broken must be replaced with a similar type and value of item.
5. Rental paid calendar monthly in arrears.
6. A minimum of 4 weeks notice to terminate occupancy must be given by either party.

I

**Have read the house rules and regulations for the
occupancy of
and I agree to abide by them**

Financial terms as follows:-

Weekly rate £70.00
Calendar Monthly rate £280.00

These rates are deemed to be inclusive of all charges for heat and light, water and sewage, use of television and other services. I understand that all telephone charges will be passed on at cost.

Date sub-tenancy is to commence.....

Signed.....

Date.....

Witnessed by.....

Note:- This agreement can be adjusted to your needs.

Notes: